



First Annual
Squam Lakes Fine Arts Festival
Ashland, NH
SATURDAY, JULY 10, 2010

The Town of Ashland proudly presents the inaugural Squam Lakes Fine Arts Festival, a juried fine arts and crafts festival. Ashland's location at the overlap of the Squam Lakes Region and the Pemigewasset Valley provides a magnet for summer tourism and is well-known for its concentration of artists and crafts people. Exhibitors' booth fees will cover administration and necessary facilities, plus advertising. The Festival's management is provided by the Town of Ashland's Parks and Recreation Department and volunteers from area arts and crafts organizations.

The Festival will provide musical performers, both solo and ensemble throughout the day. Food and beverages will be sold on-site. Due to State licensing laws, absolutely no alcohol will be permitted.

Where and when: Saturday, July 10, 2010, 9:00 a.m to 4:00 p.m., rain or shine. At the L.W. Packard Town baseball field, Main Street (NH Route 3), in downtown Ashland, ½ mile from Exit 24, Interstate 93. Set up starts at 6:00 a.m.; absolutely no overnight setups. Exhibitors may reserve space under the marquee, where electrical service will be available, or in designated 10' x 10' spaces. Parking will be available nearby, limit one space per exhibitor. Driving on the ball field is forbidden!

Jury: Applicants will submit 3 images of their work and 1 image of their booth; images may be submitted in either a slide or electronic /CD format. No prints or format other than 2" square cardboard or plastic-mount slides or CD will be accepted. Jury will not be reviewing individual websites.

Please include a stamped, self-addressed envelope if you wish your slides returned. *Be sure to write your name on the materials!* The work shown on the slides must be the work to be exhibited or substantially similar to it, and must be the exhibitor's own work. As a general guide, categories of work that will be acceptable include all categories and media acceptable to the League of New Hampshire Craftsmen or the New Hampshire Art Association.

Reselling prohibited: All work exhibited whether for sale or not must be the original work of the exhibitor. Any work by another person, made from kits, or otherwise judged by the Festival's officials to not be an original design and/or execution of the exhibitor, is prohibited. Works made from embellished or found objects will not be permitted.

Rules and behavior: each exhibitor agrees, upon acceptance to the Festival, to adhere to the Festival's rules and to the general rules governing events of the same type, and to follow directives issued by the Festival's officials.

Deadlines and fees:

April 1, 2010 (last postmark date): \$10.00 jury fee (non-refundable), jury slides and application form. Booth fee of **\$50.00** (10' x 10' space) or **\$75.00** (marquee space) due at this time. Booth fee check will not be processed until jury selection. Check will be returned if not selected to exhibit.

April 15, 2010: results of jury will be e-mailed
(or mailed if you do not provide your email address)

Make all checks payable to ***Town of Ashland.***

**** Please be sure to include 2 separate checks:
1 for application fee, 1 for booth fee.

For more information, please contact:

Tim Cullenen, Town Administrator - Town of Ashland

#603.968.4432

tcullenen@ashland.nh.gov

*Squam Lakes Fine Arts Festival
Ashland, New Hampshire
Saturday, July 11,, 2009*

APPLICATION

NAME _____STUDIO NAME/DBA _____

MAILING ADDRESS _____

TELEPHONE(s) _____

EMAIL ADDRESS _____

ART/CRAFT MEDIUM _____

DETAILED DESCRIPTION OF WORK BEING ENTERED _____

LOCATION CHOICE: 10' x 10' outside _____ Marquee space _____

WEBSITE (*For inclusion in exhibitor catalog*) _____

I agree to all show rules and conditions; I certify that all work exhibited is my own original work; I agree to abide by all decisions and directives of the Festival's management.

APPLICANT'S SIGNATURE _____

CHECKS ENCLOSED _____

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